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Productive conclusion of the Pearl River Delta American Wine Import Association Board of Director Meeting, January 18, 2011

Report Categories:

Wine

Approved By:

Jorge Sanchez

Prepared By:

Jericho Li

General Information:

ATO/GZ director hosted the Pearl River Delta American Wine Import Association Board of Director Meeting on Jan. 12th. The purpose of the meeting was to discuss the planning of activities for the Association in 2011 and approaches to increase awareness of American wines in South China.

Executive board members actively contributed their thoughts and ideas, including close in collaboration with hotels and AmCham South China. As a result, we will co-organize monthly wine tastings featuring different California vineyards each month. We will be approaching Guangzhou's new five-star hotels and promote American wine educational and food pairing seminars with F&B directors and executive chefs. American Food & Culture Festivals are also an ideal way to stimulate the influence of U.S. wines in South China. Consul General Brian Goldbeck and the Consulate's Public Affairs Section expressed their suggestions to utilize media coverage to inform consumers of the accessibility and characteristics of American wine. Improvements to the Association website were also discussed. California Wine Institute Regional Director Eric Pope joined the meeting and shared CWI's global marketing strategy, including leading a delegation to Shanghai, Chengdu and Guangzhou during the end of May/beginning of June.